#### **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





#### Beautify Your Garden With

## The World's Finest ROSES

#### OREGON-GROWN: NON-IRRIGATED

Our roses are grown at our 180-acre nursery on the Columbia River Highway. three miles east of the Portland city limits. Visitors are always welcome to go through our nursery and see the roses in bloom from June 15th to October 1st.

#### The ROSES in this catalog marked with this sign



have received the highest score of all roses tested in the 18 official test gardens in the United States and have been given an award by the ALL AMERICA ROSE SELECTION COUNCIL in the year of their introduction.

#### BEFORE ORDERING BY MAIL PLEASE READ CAREFULLY

GUARANTEE—We have been growing quality roses for over 20 years. Our bushes are all healthy field-grown plants, budded on Multiflora Japonica root stock. Every bush is guaranteed to be true to name, carefully selected and packed to arrive in good condition. If found otherwise, please return immediately at our expense and a new shipment will be sent you. The greatest precaution is exercised to keep all varieties true to name, and we do not substitute unless authorized to do so, and then under true labels only. Any plants proving otherwise will be replaced free of charge, but it is mutually agreed and understood that we will not be held liable for any amount greater than the purchase price. No replacements will be made after planting.

Plants shipped by Parcel Post or Express should arrive in perfect condition. On opening package, if roots should be found to be dry, soak in water for 24 hours, or bury entire plant in wet soil for two or three days.

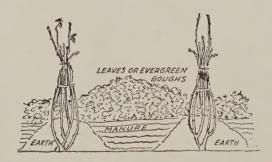
**Special Discounts.** A discount of 10% is offered on orders of fifty roses or more; 15% discount on orders of 100 or more; patented varieties excepted.

**Terms:** No C. O. D. shipments. Please send check or money order and **give list of substitutions.** In the absence of an alternate selection we assume that a substitution is **not desired.** Minimum order: 3 roses!

Prices are subject to change without notice.

#### SHIPPING SEASON

Dormant Plants are shipped between the dates of October 20th and April 20th. Please indicate on your order the date you desire shipment made.



#### WINTER PROTECTION

In cold climates Roses need some extra protection over the winter. The earth should be mounded up around each plant just before the ground freezes. The intervening spaces can be filled with stable manure if it is avaliable. After the ground freezes, an additional covering of leaves and evergreen boughs prevent exposure to wind and sun.

#### HOW TO PLANT ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds remove one spade-depth of soil and pile it on one side. This is "topsoil". Then remove a second spade-depth and pile it on the other side. This is "subsoil", to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading fork. Refill the trench with the topsoil, mixing it with a liberal amount of well-rotted manure, then finish the bed with a good garden soil.

When planting roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots, and refill the hole a little at a time, always packing the soil hard on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 6 to 8 inches above soil-level. This is very important if you desire to have a low compact bush that will produce large flowers.

#### CULTURAL HINTS

WATERING. Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next blooms will spring from these eyes.

FERTILIZERS. In the early spring, mulch rose beds with either old cow manure, peat moss, or lawn clippings. Feed each plant a half teacup full of well-balanced commercial fertilizer every two months during the growing season.

CULTIVATE frequently around the roses. Do not allow the soil to bake and become hard at any time. Remember the roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE is caused by atmospheric conditions, some years being more favorable than others, and an occasional dusting with a mixture of nine parts of dusting sulphur to one part of arsenate of lead will act as a preventative. For aphids, a spraying with nicotine or pyrethrum, following instructions on the bottle will control these.

#### "The World's Finest Roses"

Two - year No. 1 Grade. per rose to all orders.

Minimum order: 3 roses POSTPAID PRICES — Persons living east of the Rocky Mountains add 10c

AMERICAN FLAGSHIP—Plant Pat. No. 676. Similar to Crimson Glory only somewhat lighter in color, and smaller. Best in warm climates. Does not like severe winters or semi-shade. \$1.50 each.

ANGELS MATEU—Plant Pat. No. 174. Immense double blooms of orange-old-rose to rich salmon-coral. Mildew-resistant foliage; upright growth. \$1.50 each.

APRICOT QUEEN—Plant Pat. No. 464. A lovely combination of orange and apricot at the base of the petals, merging to salmonrose. Long pointed buds, with regular well placed petal arrangement in the open flower. Handsome leathery foliage. \$1.25 each.

**BLANCHE MALLERIN**—Plant Pat. No. 594. This rose is clear white with blooms so perfect they look artificial. The buds are streamlined and come on erect, wiry stems. \$1.50 each.

CALIFORNIA—Plant Pat. No. 449. The color is a glorious shade of ruddy orange toned with saffron yellow, with the exterior of the broad petals overlaid with Saturn rose—a dual tone effect of indescribable richness and beauty. Flowers of enormous size. \$1.25 each.

CAPISTRANO—Plant Patent Applied for. A vigorous and sturdy hybrid tea rose, producing unusually large buds and flowers with rich and heavy fragrance. Borne on extra long stems. Capistrano's open flowers sometimes reach a full six inches across with 36 heavily textured petals. Capistrano is a rich shade of deep glowing rose pink in the bud and open flower and grows to a height of four to five feet with beautiful leathery foliage. \$2.50 each.

CHARLOTTE ARMSTRONG—Plant Pat. No. 455. A rose of most unusual color, blood-red in the bud, opening to cerise in hot weather and to spectrum-red in cool weather. Beautifully shaped buds and double high centered blooms. Foliage leathery, deep green, and highly resistant to mildew. \$1.50 each.

COUNTESS VANDAL—Plant Pat. No. 38. This beautiful rose has proven itself one of the finest ever created. Long buds of coppery bronze, suffused with soft gold. A prize winner. \$1.35 each.

CRIMSON GLORY—Plant Pat. No. 105. A beautifully modeled rose of deep crimson. It is a vigorous grower, producing an abundance of superb blooms with a dark velvety sheen, which are immense in the fall. Intensely fragrant. \$1.35 each.



CALIFORNIA (Pat. 449)-\$1.25

	1949-50 QUANTITY PRICES	
Each	3 for	12 for
\$2.50	\$6.25	\$25.00
2.00	5.00	20.00
1.50	3.75	15.00
1.35	3.40	13.50
1.25	3.15	12.50



BLANCHE MALLERIN (Pat. 594)-\$1.50



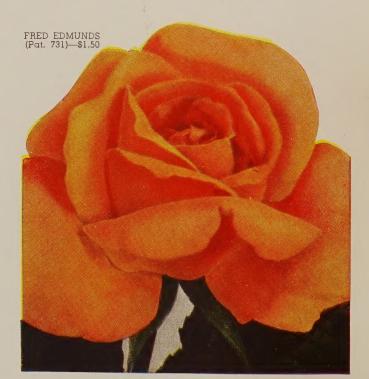


**EDITH WILKIE**—Plant Pat. No. 500. Flower buds high and pointed. Deep jasper red, opening to a shrimp pink on the inside, coral red on the outside. Delightfully fragrant. Fine cut flowers. Quantity limited. **\$1.50 each.** Plants available for delivery in early fall.

**FANDANGO**—Plant Pat. Applied for. The beautiful rich coloring changes from deep scarlet in the bud to a lasting bright cerise in the open flower. The ovoid bud is medium sized, the large petals, 16 to 25 in number, have a crisp ruffled appearance. Mild fragrance. Blooms very early and continues to produce flowers throughout the season. Compact, vigorous plant with glossy foliage. \$2.00 each.

**FANTASIA**—Plant Pat. No. 590. The delightfully sleek, pointed, bright golden yellow to mellow peach buds open to 30 to 35 petal high center blooms with exterior petals of satiny silver sheen. The medium size flowers have the fragrance of  $\alpha$  wild rose. The plant is bushy, remarkably disease resistant and hardy. \$1.50 each.







FORTY-NINER (Pat. 792)—\$2.00

FORTY-NINER—Plant Pat. No. 792. This is probably the most brilliantly colored bi-color rose ever introduced. The outside of the petals is rich chrome yellow, changing to straw yellow in the open bloom. The inside face of the petals is a vivid orient red, changing to cherry red with age. The long pointed buds have a mild pleasant fragrance. Very vigorous, tall and upright. The stems are long, straight and sturdy, with few thorns. Dark green foliage. Unlike most bicolor roses the colors of Forty-niner are lasting and beautiful until the last petal drops. \$2.00 each.

FRED EDMUNDS—Plant Pat. No. 731. P.R.R. winner of 1944 All-America Regional Award. This rose is sensational. The beautiful long-shaped buds of burnt orange open to glorious blooms of vivid, glowing, coppery orange color which slowly changes to soft apricot, and the velvety-textured petals assume an artistic, crinkled form that is very pleasing. The plants are vigorous, and have glistening, olive-green foliage. Rich fruity fragrance. \$1.50 each.

GRANDE DUCHESSE CHARLOTTE—Plant Patent No. 774. This rose provides a new shade of red such as may be seen on old tapestry, a color not known in any other rose. The beautiful long streamlined buds are a rich claret color and open to firm-petaled blooms which do not fade but gradually change to begonia-red. AARS





#### 1949-50 QUANTITY PRICES



FANTASIA (Pat. 590)-\$1.50





**HECTOR DEANE**—Plant Pat. No. 361. A radiant newcomer from Ireland. So fragrant is this rose that a single plant scents the whole garden with true old rose scent. The bud is crimson with a suggestion of orange in the depths, the orange diffusing as it opens, leaving at the heart only a clear circle of yellow. \$1.35 each.

HEART'S DESIRE—Plant Pat. No. 501. Exquisite, small slender buds of deep red open to a loose semi-double flower of deep velvety red which does not fade, and has a true rich old-time rose fragrance. \$1.50 each.



HORACE McFARLAND—Plant Pat. No. 730. This rose has long-pointed orange-pink buds that keep well after cutting. \$1.50

<code>JUNO</code>—Plant Pat. Applied for. In this new rose the buds and flowers are extraordinarily large, but with a grace and perfection of line that avoids any suggestion of coarseness. The color is a bright clear pink without other shadings, the high centered bloom of 40 petals retains its perfection from the time the long tapering bud unfolds until the petals drop. The plant is low, bushy, compact; the stout stems well covered with large glossy leathery leaves.  $$2.00 \ \text{each}.$$ 

LOWELL THOMAS—Plant Pat. No. 595. A brilliant new yellow rose of perfection. Its long slender buds open to a vibrant lemon-chrome flower with a high cupped center. The plants are vigorous and the foliage is a luxuriant green. \$1.50 each.

**MAJOR SHELLEY**—Plant Pat. No. 447. A grand deep scarlet rose beautifully formed. Long-stemmed, vigorous upright grower, excellent foliage. \$1.25 each.

MME. CHIANG KAI-SHEK—Plant Pat. No. 664. All-America winner for 1943. The color is lemon-yellow fading to light yellow as the flower matures. A splendid tribute to a great lady. Bud and flower unusually large, foliage glossy, growth compact. \$1.50 each.

MME. COCHET—Plant Pat. No. 129 Coppery pink. Long pointed buds, which open to large, semi-double, artistic flowers that simply glow with a mass of golden anthers that reflect a golden shade on the inside petals. Rich honey-like fragrance. \$1.50.

MME. HENRI GUILLOT—Plant Pat. No. 337. This rose is enchanting in its loveliness. Beautiful urn-shaped buds, delightful watermelon pink in color, with glistening waxy foliage, makes this one of the loveliest roses in existence. \$1.50 each.

MANDALAY—Plant Patent 775. Long, pointed, golden yellow buds open into huge blooms of molten gold. The largest of all yellow roses, often 6 inches across. Deliciously fragrant. A hardy, prolific grower with ample dark green foliage. Very free blooming and resistant to sun, rain, heat and disease. \$2.00 each.

MARK SULLIVAN—Plant Pat. No. 599. Glowing blooms 4 to  $4\frac{1}{2}$  inches across. Base color golden yellow, heavily veined and shaded with deep rose-pink and cerise. Glossy foliage. \$1.50 each.





flower is the most alluring, shining rose-pink variety in recent years. The long firm buds have a yellow base, and open slowly to large 45-petal blooms with a luscious, glowing rose-pink color. \$1.50

McGREDY'S SUNSET—Plant Pat. No. 317. The outside of the petals is a clear buttercup yellow, tipped orange, and the inside is chrome yellow flushed with scarlet as it opens. This rose is at its best when fully opened. \$1.35 each.

MIRANDY—Plant Pat. No. 632. An All-American winner for 1945 is this gargeous fragrant red rose. The large avoid buds are a rich dark red that unfold to a huge perfect flower. The plant is strong with stout stems and dark green heavy textured foliage. The enhancing fragrance of this rose along with its beauty make it a must on your rose list. \$1.50 each.

MISSION BELLS-Plant Patent Applied for. A beautiful deep salmon pink hybrid tea rose opening to a clear shrimp pink color. The vigorous heavily branching plants have attractive coppery green foliage, abundant and disease resistant, with very few thorns. The long pointed buds, on long stems are generally borne single and open into full centered flowers which measure  $5\frac{1}{2}$  inches. Free blooming with a pleasing tea fragrance. \$2.50 each.

McGREDY'S SUNSET (Pat. 317)-\$1.35





1949-50 QUANTITY PRICES 3 for

\$6.25

5.00

3.75

3.40

3.15

Each \$2.50

2.00

1.50

1.35

1.25

12 for

\$25.00

20.00

15.00

13.50

12.50





	1949-50	QUANTITY	PRICES
	Each	3 for	12 for
	\$2.50	\$6.25	\$25.00
7	2.00	5.00	20.00
	1.50	3.75	15.00
	1.35	3.40	13.50
	1.25	3.15	12.50

**NIGHT**—One of the darkest of all roses, deep crimson, shaded black and maroon. The buds and flowers are well shaped, quite double and have a spicy clove and cinnamon fragrance. **\$1.50** each.

NOCTURNE—Plant Pat. No. 713. This new, red rose has one of the longest, most perfect buds. It is bright cardinal-red with dark shadings of crimson. The many large and richly textured petals make the flower long lasting. In hot weather the color becomes somewhat lighter. Pleasantly fragrant. Stems long, foliage large and semi glossy. Vigorous. \$1.50 each. Available for delivery in early fall.

PEACE—Plant Pat. No. 591. The All-American Rose Selection for 1946. Here is the unusual and beautiful in Roses. The large gardenia-like bloom opens from long yellow buds. A most interesting fact about this rose is the variance of color shown. It starts from a sun gold bud—opening to a pale yellow on through a soft rose and finally bursts forth with an alabaster white bloom ruffled with pink scallops. The foliage is a dark glossy green. This rose is recommended for all sections of the country. \$2.00 each.



REX ANDERSON (Pat. 335)-\$1.50



NOCTURNE (Pat. 713)-\$1.50

**PEARL S. BUCK**—Plant Pat. No. 423. The pointed orange buds are freely produced on a vigorous growing bush, amply supplied with dark green foliage. Stems are long and excellent for cutting. As the bud opens, it lightens to a deep yellow with tinges of apricot. Delightful fragrance. \$1.50 each.

**RAMON BACH**—Plant Pat. No. 366. Apricot-buff. The vigorous, healthy plants produce their immense apricot-buff blooms singly on erect, wiry stems, each flower a prize by itself. \$1.50 each.

**REX ANDERSON**—Plant Pat. No. 335. Handsome buds and flowers of great size. C eam turning pure white with age. Good form of the usual McGredy standard. Blooms are several on each stem and come in rapid succession. The plant is very vigorous, with handsome, dark green foliage. \$1.50 each.

**ROSE D'OR**—Plant Pat. No. 482. From Gaujard, a glorious unfading rose of pure gold. Continuous bloom; an accentuated form of Souvenir de Claudius Pernet with deepening touch of red. **\$1.50 each.** 

RUBAIYAT—Plant Pat. No. 758. All-America 1947. A brilliant flower of rose-red to crimson. Flowers, when full, have an open center and somewhat ruffled petals. \$1.50 each.

**SANTA ANITA**—Plant Pat. No. 539. The deep pink blooms are near perfection in form, and the spreading plants really bloom recklessly all during the hot weather. **\$1.25 each.** 

#### ORDER SHEET

#### N. VAN HEVELINGEN

Do not write in this space
Order No.
Ack'd.
Shipped
Via

	owers of the World's Finest Roses Post Office Box 5076	Ack'd
	PORTLAND 13, OREGON ase send the following order to:	V 1
Name: Mr.		
	or P. O. Box	
City or Town	State	
Shipping Point	(If other than Post Office	
Date of Shipment	d: Total Amount \$  t desired  must accompany order, in cash, personal check, Express Marcheck method used, in space above.	Cash By: Check Money Order oney Order, or Post Offi
We pay all shipping	charges on dormant plants to any point in the United States oses are shipped by express collect.	, and will ship by express
All shipments are co	overed by our full guarantee, explained in our catalog, for va	
	shipped as soon after receipt as possible, between O send an equally good variety if any of the kinds ord	ered are sold out?
		INDICATE 2nd CHOIC
QUANTITY	NAME OF VARIETIES	PRICE
QUANTITY	NAME OF VARIETIES	

THIS FLAP IS GUMMED, READY TO SEAL NO ENVELOPE NECESSARY
FOLD, SEAL AND STAMP

POSTAGE LETTER HERE

USE

printed on the other side of this blank. and complete address are plainly written or envelope. Fold along ruled lines and seal by moistening glued edge. Be sure your name This order blank is a self-contained mailing

FOLD ON THIS LINE

# PORTLAND 13, OREGON

Post Office Box 5076

N. VAN HEVELINGEN Growers of the World's Finest Roses

ADDRESS

FROM

LOLD ON THIS LINE

**SATURNIA**—Plant Pat. No. 349. Flowers brilliant cardinal-red, reverse salmon-yeilow and copper. Awarded gold medal given by Governor of Rome for best new Italian rose, Colle Oppio Rose Garden, Rome. \$1.50 each.

**SIGNORA**—Plant Pat. No. 201. Long bud of warm burnt sienna, opening to a lighter hue toward mandarine. Tall growing, every bloom on a stiff long stem. A perfect cutting rose, \$1.35 each.

**SONATA**—Plant Pat. No. 732. An exceptionally good rose. Long pointed intensely red buds opening to high-centered flowers whose color gradually lightens toward the central petals. Pleasingly fragrant. \$1.35 each.

SUTTER'S GOLD—The beautiful, long-pointed yellow bud, richly shaded with orange and red open into semi-double high centered flowers with 24 to 30 petals with a coloring that varies from rich deep orange through various shades of yellow. Sutter's Gold has a pronounced and delightful tea fragrance, excelling all other yellow roses in the richness of its perfume. The luxuriant glossy, light green foliage makes a perfect background for the brightly hued buds and flowers. Extremely resistant to mildew and black spot. Winner of both an All America Award for 1950 and the Foreign Gold Medal at the International Bagatelle show in Paris. \$2.50 each.

TAFFETA—Plant Pat. No. 716. Taffeta is outstanding because of its ability to produce many long-stemmed, perfectly formed, fragrant buds in rich pink and salmon tones changing to begonia-rose in the open, semi-double flowers. Yellow on the underside of the delicately veined and frilled petals, it displays dozens of lovely color combinations throughout the season. The vigorous, upright plant is moderately bushy with huge, glossy, dark green leaves, mahogany-red in the young growth. \$1.50 each.

TALLYHO—Plant Pat. 828. Tallyhoo combines many of the finest characteristics found in the best roses on the market today, with a color that is entirely new to roses. This color varies with the weather and location of the plant. The inside is always a delightful shade of pink, such as Tyrian rose, and the outside of the petals varies from crimson to cardinal red. Although it is a bicolor, the contrast is not great. The buds are ovoid in shape, opening to flowers full of spicy fragrance. The long-stemmed flowers last exceedingly well. Tallyho is a robust growth. \$2.00 each.

TEXAS CENTENNIAL—Plant Pat. No. 162. Magnificent large, full buds on strong stems. Color a bright glowing carmine-red, deeper in color in cool weather. A vigorous healthy plant with desirable free-flowering habit. \$1.25 each.

WILL ROGERS—Plant Pat. No. 256. A black velvety crimson maroon which holds its color until the last petal falls. Strong vigorous grower. Intensely fragrant. \$1.25 each.



SATURNIA (Pat. 349)—\$1.50 SWEEPSTAKES WINNER AT PORTLAND ROSE SHOW 1949





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MME. CHIANG KAI-SHEK (Pat. 664)—\$1.50



### ROSES FOR

General List of
OREGON GROWN STANDARD
ROSES

Each \$1.00 6 for \$5.50 12 for \$10.00

Except Otherwise Noted

**AMI QUINARD**—A vigorous profuse-blooming plant, with long pointed blackish-garnet buds, opening to loose, semi-double blooms which are so dark they seem almost black.

**AUTUMN**—The flowers are an unusual combination of deep burnt orange and pink, streaked with red. A strong upright grower with thick dark green glossy foliage.

**BETTY UPRICHARD**—Large, fragrant flowers of delicate salmon-pink, with reverse of petals carmine with a coppery sheen. A profuse bloomer on a tall upright plant.

CHRISTOPHER STONE—A scarlet-crimson rose, sensational for its form, color, fragrance, and freedom of bloom. The lovely pointed buds come singly on erect firm stems and open to vivid scarlet blooms with large heavy-textured petals which, in the fall, are veiled with a dusky nap of blackish crimson. Plants vigorous, foliage olive-green, and disease-resistant.

**DAME EDITH HELEN**—High centered, 70-petaled blooms of clear pink, perfect in form and sweetly scented. Free blooming. Long, strong stems.



Postpaid—Persons living east of the Rocky Mountains, add 10c per rose to all orders.

CHRISTOPHER STONE



DAINTY BESS



HINRICH GAEDE

#### YOUR GARDEN

**CONDESA DE SASTAGO**—This rose simply stormed its way to the top with its rich unusual colors, delightful fragrance, and free bloom on plants of unusual vigor. The flowers are coppery-red inside, reverse of petals pure gold. Dark glossy foliage.

**CYNTHIA**—Buds are long, pointed and open to full double flowers of rich coppery rose. An excellent cutting rose as well as effective for garden color. Tall upright grower.

**DAINTY BESS**—Slender salmon-rose buds opening to single medium sized flowers with crinkled and wavy petals of soft rose-pink. The brilliant crimson stamens make a very pleasing contrast.

**DUQUESA DE PENARANDA**—A beautiful rose with a coloring of orange-apricot backed with deeper coppery tones. A strong upright grower with plenty of clean bright foliage.

**EDITH NELLIE PERKINS**—Long pointed buds of oriental-red, shaded cerise-orange, opening to double lasting blooms which are salmonpink inside and cerise-orange on the outside of the petals. A real favorite with all gardeners.

**EDITOR McFARLAND**—This rose is becoming increasingly popular each year. A strong upright grower and a continuous bloomer with long pointed pink buds with a glow of amber and a paler edge. One of the best pinks.

**ETOILE DE HOLLANDE**—The most popular red garden rose. Brilliant red blooms with beautiful oval buds. In the fall the blooms have a dark velvety sheen, making them almost blackish-red. Thrives everywhere and produces a fine lot of blooms throughout the season.

FRAU KARL DRUSCHKI—The old favorite white. Large double white, outer petals occasionally tinged with pink. Particularly recommended for cold climates.

**GENERAL MacARTHUR**—Wonderful scarlet-crimson blooms on a strong erect plant. Highly perfumed, and a profuse bloomer.

**GOLDEN DAWN**—Buds of rich straw yellow, splashed with crimson, opening to beautiful flowers of sunflower yellow, passing to lemon with age. Strong, vigorous and free-flowering with glossy olive-green disease-resistant foliage.

**GOLDEN RAPTURE**—A splendid yellow rose of upright growth. The pure yellow buds are of ideal form. A splendid variety for cutting and for bedding.



GOLDEN RAPTURE



HINRICH WENDLAND

**HINRICH GAEDE**—The most spectacular rose in the garden. Long pointed buds of nasturtium red, opening to double flowers of orange-yellow, flushed red. Dark, glossy foliage.

**HEINRICH WENDLAND**—A truly wonderful rose here on the Pacific Coast. A strong upright plant, with dark green lustrous foliage, producing continuously beautiful roses of vivid nasturtium red on the inside of the petals, and golden yellow on the reverse. Fragrant and unfading.



FRAU KARL DRUSCHKI





MRS. SAM McGRE \_\$1.25, 3 for \$3.15

IMPERIAL POTENTATE—Glistening rose-carmine buds which open to full double flowers of shining rose-pink, produced on a strong growing plant, with fine foliage.

INNOCENCE—Well named for its pure beauty. Two rows of immense white petals surround the soft rose-shaded stamens. The delicate charm of this variety gives it great distinction.

IRISH ELEGANCE—The large five-petaled blooms vary from a bronzy peach touched scarlet to lighter apricot tones. Attractive foliage, tall strong plants. Everblooming.

JOANNA HILL—The orange-yellow buds open to perfectly formed flowers of apricot, shading to cream-yellow at the outer edges of the petals. An excellent grower, with good foliage, fine for cutting.

K. A. VICTORIA—A favorite old white rose with shapely pointed buds, developing into double fragrant flowers of ivory white.

**LULU**—The perfect boutonniere rose—always in demand for its beautiful lasting buds. The color is coral-apricot, and there is not a rose more exquisitely formed in the bud stage than Lulu. A "must have". for your garden.

MARGARET McGREDY—Orange-scarlet flowers, passing to carmine as the flower ages. A strong sturdy grower with plenty of dark green disease-resistant foliage. Always in bloom.

McGREDY'S IVORY—Extremely long buds of ivory-white opening to perfect double flowers. Vigorous grower, with glossy dark green foliage. Good in all climates.

McGREDY'S SCARLET—Vivid deep scarlet buds on long stems; every one long and slender and beautifully shaped. A very fine flowering

McGREDY'S YELLOW—Large buttercup-yellow buds of good form opening to fairly double blooms of clear light yellow. We like this rose for its clean clear color and dark healthy foliage.

MEV. G. A. VAN ROSSEM—Thick betaled, large orange-yellow flowers, heavily veined and suffused with red. A strong handsome bush that blooms very freely throughout the summer.

Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains, add 10c per rose to all orders.

ETOILE DE HOLLANDE DAME EDITH HELEN McGREDY'S YELLOW CONDESA DE SASTAGO





POINSETTIA

MME. EDOUARD HERRIOT—Buds a red-hot copper shade becoming a softer coral tint as they open. The famous "Daily Mail" rose. Early flowering. Very hardy.

MME. JOSEPH PERRAUD—Baggatelle Gold Medal winner. Long slender buds of nasturtium-orange opening into fragrant blooms of nasturtium-buff, tipped shell pink at the petal edge.

MME. JULES BOUCHET—Medium size white roses, slightly flushed pink at the center. Delightfully fragrant and always in bloom.

MRS. E. P. THOM—The best bedding rose we have today. Perfectly formed buds of a deep rich lemon yellow, coming in quick profusion. Foliage dark bronzy green.

MRS. PIERRE S. DUPONT—Medium-sized, long-pointed buds of reddish gold, opening to semi-double flowers of rich golden yellow. Continuous bloomer. Fine dark green foliage.

MRS. SAM McGREDY—A beautiful coppery-scarlet-orange, heavily flushed with Lincoln red on the outside of the petals. The flowers are of medium size and are freely produced and delicately perfumed. \$1.25 each: 3 for \$3.15.

NIGGER BOY—Very dark velvety black maroon. Long pointed bud and thick glossy bronze foliage—very fragrant.

**PHYLLIS GOLD**—Very vigorous free flowering. High centered double flowers with broad petals of deep butter yellow lighter at the edges. Foliage a rich olive green. Very fine.



**PICTURE**—A rose of medium size but exquisite form. Every bloom is a "picture". The color is a rich pink with warm undertones of salmon which make the color cheerful and glowing. The plant is strong and vigorous and produces one continuous burst of bloom after another all through the season.

**POINSETTIA**—An exquisite flower of "poinsettia" scarlet. The buds are long and pointed, opening to glowing blooms of brilliant scarlet quite different from any other red rose. \$1.25 each, 3 for \$3.15.

**PINK DAWN**—Long, well-shaped buds opening to full centered flowers of deep rose-pink with a bronze and gold base. A strong upright grower, and an excellent cutting rose.

**PINK RADIANCE**—The carmine-pink which is so popular in the East, Middle-west and South. A vigorous grower.

PRES. HERBERT HOOVER—Cerise-pink, flame, scarlet, and yellow, blending into a most dazzling color effect, fading creamy-yellow and pink with age.

**PRESIDENT PLUMCOCQ**—A medium size, ovoid bud opening to a large, double, cupped flower of soft coppery buff. Bush is a strong upright grower with healthy foliage. A profuse bloomer and fragrant. An excellent rose.

**RAPTURE**—A dark pink sport of Mme. Butterfly. Continuous bloomer producing perfectly formed flowers all season. An excellent plant with good foliage, and a fine rose for cutting.

**RED RADIANCE**—A sport of Radiance, producing bright cerise blooms on a strong vigorous plant.

**SISTER THERESE**—Buds are borne on extra long stiff stems. The flowers are golden yellow, sometimes streaked with red on the outer petals. A strong upright grower.

**SOUTHPORT**—One of the finest red roses introduced in recent years. Color is bright red, with a hint of gold at the heart of the bloom. Pleasing though not strong perfume. The plant is a vigorous grower and is continuously in bloom.

**TALISMAN**—A mixture of rose-red, orange and yellow, this rose has probably won more friends than any other rose. A fine cutting rose and continuous bloomer.

THE DOCTOR—Long pointed buds of exquisite silvery pink, open to enormous blooms of the same uniform color, with a fragrance so intense that it can be detected many yards away. \$1.25 each: 3 for \$3.15.

**VICTORIA HARRINGTON**—Pointed buds of blackish red, open into high-centered, dark red flowers. In the open blossoms the petals curl back, giving a distinct cactus form unmatched by other roses.



HE DOCTOR

# FLORIBUNDA ROSES

This group of roses is noted for its bushy habit of growth, permanence and continuity of bloom. Especially effective in mass plantings — should be planted 14 inches apart. In bloom from early spring until late frost.

#### PRICES AS LISTED - POSTPAID

ANNE POULSEN—Plant Pat. No. 182. Large, semi-single blooms of brilliant scarlet, overcast crimson. \$1.00 each.

**BETTY PRIOR**—Plant Pat. No. 340. In the early spring, the single blooms resemble the flowers of a red-flowering dogwood tree, and are produced in great clusters. Blooms continuously throughout the season, opening a lively red color, and turning to delicate shell-pink as the flowers age. \$1.25 each.

**DONALD PRIOR**—Plant Pat. No. 337. Immense clusters of graceful, brilliant red flowers. Plant is sturdy and vigorous and never out of bloom. \$1.25 each.



FLORADORA (Plant Pat. Applied for)—\$1.50

FASHION—Plant Pat. 789. Here's an entirely new color for your rose garden. The buds of oriental red open slowly into miniature hybrid tea-like blooms of a luminous pink, overlaid with gold. Then they often soften into a clear coral, at last deepening into an exotic reddish tone. The fully opened flowers show a beautiful display of yellow stamens. Fashion gives a constant mass of flowers throughout the season. Wherever seen its magnetic loveliness attracts the eye. All America Award winner for 1950 and winner of other high awards. \$2.00 each. See color illustration on front cover.

FLORADORA—Pat. applied for. An All-American Rose for 1945 is this bright orange-scarlet camellia-like rose. Opening from tiny perfectly formed buds come clusters—6 to 12 double blooms in each spray. Plants grow to three feet and are of vigorous growth. A good little rose for flower arrangements and corsages. \$1.50 each.

**GOLDILOCKS**—Plant Pat. No. 672. Winner of the John Cook Medal for the **best new American Rose in three years.** Masses of golden flowers all through the summer and fall. The buds resemble miniature hybrid teas, gradually opening to  $3\frac{1}{2}$  inch flowers. The firm, thick petals number 45 on most of the buds. Dense spreading, well balanced habit of growth. Glossy, deep green, disease resistant foliage. \$1.50.





DONALD PRIOR (Pat. 377)-\$1.25

	1949-50 QUANTITY PRICES	
Each	3 for	12 for
\$2.50	\$6.25	\$25.00
2.00	5.00	20.00
1.50	3.75	15.00
1.35	3.40	13.50
1.25	3.15	12.50





MME. CECIL BRUNNER—The famous little "Sweetheart Rose". Small perfect buds of seashell pink. The plant is a small wiry grower. \$1.25 each.

PINKIE—Plant Pat. No. 712. Entirely different from any other rose. It is a polyanthus, a baby rose, but its blooms have a perfection of form not heretofore found in this class. The dainty pink bud is long and slender, the tower fully apan, about two inches across. Blooms nearly continuously from early aping to late fall. Spicy fragrance. A two-foot plant with light green, glossy foliage. Best along the Pacific Coast and in the Southern and Middle Atlantic states. \$1.50 each. Available for delivery in early fall, 1950.

1949-50 QUANTITY PRICES

Each	3 for	12 for
\$2.25	\$6.25	\$25.00
2.00	5.00	20.00
1.50	3.75	15.00
1.35	3.40	13.50
1.25	3.15	12.50

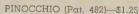


with hundreds of flowers on every bush. Pointed buds are rich salmon, blushed with gold at base, gradually changing to soft clear pink as the flowers open. \$1.25 each, 3 for

PINOCCHIO-Plant Pat. No. 484. Extremely

hardy, very easy to grow, always in bloom,

\$3.15.



MING TOY—Plant Pat. applied for. This high centered, brilliant rose-red polyantha is known

for its lovely detail and smooth finish. Despite

its dainty texture and color, it is not a delicate

rose. It is a rugged, healthy plant and a steady

bloomer. The flowers last well when cut. \$1.25

RED RIPPLES (Pat. Applied for)-\$1.25



All persons living east of the Rocky Mountains, add 10c per rose to all orders. RED PINOCCHIO—Plant Pat. 812. The 3½ inch fragrant roses are borne in long lasting unfading clusters. Color a rich carmine which deepens and assumes a velvety cast as the buds open, becoming rich scarlet in the full blown flower. The busy upright plant is broad and vigorous, exceptionally free flowering on long heavy shoots. \$1.50 each.

RED RIPPLES—Pat. applied for. An intense red that seems to sparkle on the wavy petaled flowers. Magnificent in mass plantings. Perfect for brilliant all-season bright color effect. \$1.25 each.

each.

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Payment Enclose Date of Shipmen FERMS: Payment Money Order. Please We pay all shipping parcel post. Tree R All shipments are con arrival. All orders will be	d: Total Amount \$  t desired  must accompany order, in cash, personal check, Exprescheck method used, in space above.  g charges on dormant plants to any point in the United Spaces are shipped by express collect.  overed by our full guarantee, explained in our catalog, for shipped as soon after receipt as possible, between send an equally good variety if any of the kinds	Cash By: Check Money Order  The sess Money Order, or Post Off  States, and will ship by express  For variety, quality, and condition  The open October 20 and April 20
QUANTITY	NAME OF VARIETIES	PRICE
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NEW: RED PINOCCHIO (Pat. 812)—\$1.50



SNOWBANK (Pat. 279)-\$1.25

RED SWEETHEART—Plant Pat. No. 577. Carmine-red buds opening to rose-red blooms, delightfully dainty. Exquisite for corsages and boutonnieres. Neat, compact bushes of 2½ to 3 feet in height almost completely devoid of thorns. \$1.25 each.

ROSE ELFE—A very double form of Else Poulsen, silvery rose-pink in color. Gardenia-like flowers are about 2½ inches across, extremely double, coming freely all summer. \$1.25 each.



RED SWEETHEART (Pat. 577) \$1.25

"The World's Finest Roses"

WHITE WINGS (Pat. Applied for)-\$1.50

**SNOWBANK**—Plant Pat. No. 279. Exquisite blush white blooms produced in large clusters. The 18-inch plants are heavily clad with healthy foliage, setting off the sparkling flowers to perfection. Flowers throughout the season. **\$1.25 each.** 

WHITE WINGS—Pat. applied for. A refreshing single rose of waxy white with purple-red stamens. Startling in their purity and series, it plooms are exquisite as cut flowers. The robust plants bloom generously all season. \$1.50 each. Available in early fall, 1950.

WORLD'S FAIR—Plant. Pat. No. 362. The rose sensation of the great New York World's Fair, and named after that event. Large clusters of velvety, rich scarlet flowers almost hide the luxuriant foliage. The flowers are double hybridtea size, and have an alluring fragrance. \$1.25 each.





BLAZE (Pat. 10)-\$1.50

BLAZE—Plant Pat. No. 10. Everblooming scarlet climber. \$1.50 each.

CAPT. THOMAS—Plant Pat. No. 393. Very fine clear lemon yellow. Does not fade. Single flowers. Exceptionally fine for cutting. Dark green foliage. Mildew resistant. \$1.50 each.

**CLI. CHRISTOPHER STONE** (Plant Pat. 626)—A scarlet-crimson rose, beautiful in form, color and fragrance. Vigorous and disease resistant. \$2.00 each.

**CLI. CRIMSON GLORY**—Plant Pat. No. 736. An immense rose, beautifully formed. It is a vigorous grower, bearing an abundance of dark velvety crimson blooms. Very fragrant. \$2.00 each.

**CLI. DAINTY BESS**—Very new is the climbing form of this beautiful single variety. Petals of pale pink open wide to display a contrasting center of tall red stamens. Everblooming. \$1.25 each.

**DR. J. H. NICOLAS**—Plant Pat. No. 457. Immense fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 inches across, with 50 fine-textured petals. Immediately after the first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again. An ideal pillar rose that is hardy, long lasting, and fragrant. \$1.50 each.

## CLIMBING AND

#### PRICES AS LISTED - POSTPAID

**CLI. ETOILE DE HOLLANDE**—A good strong grower with plentiful foliage, producing brilliant dark red blooms with oval buds. Everblooming, and a favored red climber. \$1.25 each.

FLASH—Plant Pat. No. 396. A luminous orange-scarlet with the backs of the petals yellow, suffused with scarlet; center gleaming yellow and filled with golden anthers. Buds yellow, with scarlet suffusion. \$1.50 each.

**CLI. GOLDEN RAPTURE**—Plant Pat. No. 508. A glorious rich shining yellow rose producing hundreds of blooms. It will provide many long-stemmed, perfect buds for cutting. **\$1.50 each.** 

**CLI. HERBERT HOOVER**—The famous President Hoover, with its multi-colored pink, yellow and buff flowers in a vigorous climber which produces blooms perfect in color and symmetry. **\$1.25 each.** 

HIGH NOON—Plant Pat. No. 704. An exceptionally fine climber for mild climates with intense, brilliant yellow, well shaped buds and semi-double flowers in long, thornless stems. Blooms throughout the growing section. Not a rampant climber, it is more accurately described as a pillar rose. The bushy, many-stemmed plant reaches a height of about 8 feet. Foliage light green and glossy. Hardy on the Pacific Coast and in the Southern states. \$2.00 each.

CLI. K. A. VICTORIA—A favorite old white rose with shapely pointed buds opening to double fragrant flowers of ivory white. \$1.50 each.

CLI. MME. CECIL BRUNNER—The climbing form of the well-known "Sweetheart Rose". Small perfect buds of seashell pink. \$1.25 each.



FLASH (Pat. 396)-\$1.50

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1.50	3.75	15.00
1.35	3.40	13.50
1.25	3.15	12.50

RAMBLING ROSES

MME. EDOUARD HERRIOT—Coral-red and yellow. Lovely, large blooms, the famous "Daily Mail" rose. \$1.50 each.

**CLI. MRS. E. P. THOM**—Everblooming double flowers of pure unfading yellow with rich dark green foliage. A sport of the popular bush form producing quantities of perfect flowers. \$1.25 each.

**PAUL'S SCARLET CLIMBER**—A profuse spring bloomer and probably the most popular red climber grown. The semi-double flowers are of good size and of a vivid scarlet-red, fading but little. Freely produced in clusters on much branched canes. Perfectly hardy. \$1.25 each.

**CLI. PICTURE**—Plant Pat. No. 524. The popular rose Picture in an out standing climber. Clear rose-pink buds with warm salmon undertone. Sweetly scented. \$1.50 each.



CL. TALISMAN-\$1.25

**CLI. RED TALISMAN**—The climbing sport of the bush variety, with all its fine qualities. Bud maroon-red, opening to well formed flowers of blood-red. \$1.25 each.

RUTH ALEXANDER—Plant Pat. No. 978. The most popular of all Climbing roses. Especially suited to this climate. Strong, hardy vines, fine glossy foliage. Flowers attractively shading from chromium yellow through orange to red. \$2.00 each.

**REVEIL DIJONNAIS**—Large, semi-double flowers, light yellow with deep cerise pink edges. \$1.25 each.

**CLI. SANTA ANITA**—Plant Pat. No. 834. Almost perfectly formed bud of deep pink. The plants bloom plentifully all during the hot weather. **\$1.50.** 



CL. SANTA ANITA (Pat. 539)-\$1.50

**SILVER MOON**—Long pointed pale yellow buds, which open into large semi-double flowers. The full blooms are creamy-white with amber at the base. They cluster on long strong stems. Foliage is large, dark, leathery and glossy. This vigorous climber will attain the height of 20 feet or more. **\$1.25 each.** 

**CLI. TALISMAN**—Everblooming climbing form of the well-known Talis man. Sometimes larger and more brilliantly colored. Yellow with copper and red tones. **\$1.25 each.** 

**CLI. TEXAS CENTENNIAL**—Plant Pat. No. 565. Large full buds of glowing carmine-red on strong stems. A vigorous, healthy plant. Free-flowering. **\$1.50 each.** 



PAUL'S SCARLET CLIMBER-\$1.25



A PARTIAL VIEW OF OUR KING ALFRED DAFFODIL PLANTING



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No early blossoms will give you so much joy and satisfaction for so little care. Use them for indoor forcing when flowers are scarce, and for early spring color in your garden. Bulbs will last for years and will increase in number.

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Our large farm is surrounded by beautiful trees of genuine English Holly from which we cut carefully selected long branches filled with bright scarlet berries clustered among shiny dark green leaves.

No gift is more acceptable at the Yultide season for table and wreath decorations or corsages than freshly cut holly. Order today. Enclose gift cards for your friends. We will ship direct for you.

## N. Van Hevelingen & Growers Portland, Ore.

Holly, treated to prevent dropping leaves or berries, packed in attractively illustrated boxes.

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Be sure to order before December 10

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Enclosed find \$	forgift boxes of HOLLY to be shipped to:		
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# MODERN TREE ROSES

Finest Varieties
Free-blooming
All have big
double blooms

**BEATTY UPRICHARD**—Large fragrant flowers, delicate pink and salmon. **BLANCHE MALLERN**—Pat. No. 594. Perfect clear-white blooms on wiry stems.

CHARLOTTE ARMSTRONG (Pat. 455) — Blood-red buds, opening to CHRISTOPHER STONE—Blazing crimson with velvety glow.

CONDESA DE SASTAGO—Orange scarlet, bright yellow outside.
CRIMSON GLORY (Plant. Pat. No. 105)—Velvety crimson, fragrant.
DUQUESA DE PENARANDA—Tall, fragrant, orange-apricot.

ECLIPSE (Pat. No. 172)—Long slender yellow buds, blooms profusely. EDITH N. PERKINS—Flowers of orange-cerise and salmon. Fragrant. EDITH WILKIE—Pat. No. 500. Fragrant shrimp pink and coral red blooms.

**ETOILE DE HOLLANDE**—Fragrant, large bright red roses and buds.

**GRAND DUCHESS CHARLOTTE**—Pat. 774. Fragrant, deep claret red. **HINRICH GAEDE**—Orange and scarlet, rich fragrance.

JOANNA HILL—Creamy yellow, one of the finest cutting roses.

LOS ANGELES—Very large, fragrant, luminous coral-pink rose.

MARGARET McGREDY—Orange-scarlet; always in bloom.

MARK SULLIVAN (Pat. No. 599)—Golden yellow, heavily veined and shaded with deep rose pink.

McGREDY'S IVORY—Flowers large, fragrant, creamy-white.

McGREDY'S SCARLET—Tea fragrance, velvety crimson scarlet.

McGREDY'S YELLOW-A good yellow and lovely buds.

MME. ED. HERRIOT—Salmon, lovely buds.

MME. HENRI GUILLOT (Pat. No. 337)—Long orange-red buds.

MME. JULES BOUCHE—Delightfully fragrant white, flushed pink at center

MRS. E. P. THOM—Bright yellow.

MRS. P. S. DuPONT—Flowers semi-double, fragrant golden yellow.

MRS. SAM McGREDY—Fragrant, scarlet-copper bud. Good bloomer.

cerise flowers

PRES. HOOVER—Multi-colored copper and red-orange, large flowers.

PEACE (Pat. No. 591)—Large bright yellow blooms, edged in cerise.

PICTURE—Double, slightly fragrant, velvety clear rose-pink.

PINK DAWN—Intensely fragrant, deep-rose opening to lively pink.

POINSETTIA—Long pointed buds; blooms of brilliant scarlet.

PRESIDENT PLUMECOCQ—Open bloom coppery buff and deep salmon.

RED RADIANCE—Large, intensely fragrant, an even shade of red. SATURNIA (Pat. 349)—Large. Fruity fragrance, scarlet with gold.

SIGNORA (Plant Pat. 201)—Warm red orange and yellow.

TALISMAN—High-centered, fragrant, golden yellow and copper.



# 2 Books We Recommend to Amateur Growers:

HOW TO GROW ROSES

By Robert Pyle and Horace McFarland — \$2.00

and

ROSES FOR EVERY GARDEN

By R. C. Allen — \$3.50

